

## ORDER



WAVY

**Orders**  
**Order / Rev:** 206826  
**Alt Order #:** 06853427  
**Product Desc:** 9/18-10/1 BARACK OBAMA  
**Estimate:** 1781  
**Flight Dates:** 09/18/12 - 10/01/12  
**Original Date / Rev:** 09/18/12 / 09/18/12  
**Order Type:** REG

**Primary AE:** Petry Philadelphia  
**Sales Office:** P-PHI  
**Sales Region:** Nat

**Agency**  
**Name:** Greer Margolis & Mitchell  
**Buying Contact:**  
**Billing Contact:**  
 1010 Wisconsin Avenue Northwest  
 Washington, DC 20007

**Billing Type:** Cash  
**Billing Calendar:** Broadcast  
**Billing Cycle:** EOM/EOC  
**Agency Commission:** 15%

**Advertiser**  
**Name:** POL/Obama For America (D)  
**Demographic:** A35+  
**Product Codes:** PL1  
**Priority:** P5  
**Revenue Codes:** AGY, POL, POL-CAND

**New Business Thru:**  
**Order Separation:** 00:15:00  
**Advertiser External ID:** IN13209  
**Agency External ID:** IN117/SP159/AL1336

## Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
08/27/12	09/30/12	28	\$5,350.00	\$4,547.50
10/01/12	10/01/12	9	\$3,850.00	\$3,272.50

## Totals

Month	# Spots	Gross Amount	Net Amount	Rating
September 2012	28	\$5,350.00	\$4,547.50	0.00
October 2012	9	\$3,850.00	\$3,272.50	0.00
<b>Totals</b>	<b>37</b>	<b>\$9,200.00</b>	<b>\$7,820.00</b>	<b>0.00</b>

## Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Petry Philadelphia			Start Of Order - End Of Order	100%

## Order Share

	Share	Total
WAVY	10%	\$9,200.00
Market	100%	\$92,000.00

## Competitive Share

	Share	Total
CABLE	0%	\$0.00
NFLWS	0%	\$0.00
UNKWN	0%	\$0.00
WGNT	8%	\$7,360.00
WHRO	0%	\$0.00
WPEN	0%	\$0.00
WPXV	0%	\$0.00
WTKR	25%	\$23,000.00
WTVZ	4%	\$3,680.00
WVBT	28%	\$25,760.00
WVEC	25%	\$23,000.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	WAVY	09/19/12	09/21/12	Today Show 2	CM	9a-10a	--WTF--	:30	1	\$300.00	P2	0.00	NM	1	\$300.00
TODAY SHOW 2 <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 09/17/12  09/23/12    --WTF--            1      \$300.00      0.00															
E 2	WAVY	09/19/12	09/21/12		CM	10a-11a	--WTF--	:30	1	\$250.00	P2	0.00	NM	1	\$250.00

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 Estimate: 1781

WAVY

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				Today Show 3											
				Today Show 3											
				TODAY SHOW 3											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	-- WTF--					1	\$250.00		0.00			
E 3	WAVY	09/19/12	09/21/12	Days of Our Lives	CM	1p-2p	-- WTF--	:30	1	\$150.00	P3	0.00	NM	1	\$150.00
				Days of Our Lives											
				DAYS OF OUR LIVES											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	-- WTF--					1	\$150.00		0.00			
E 4	WAVY	09/19/12	09/21/12	M-F 2-3p	CM	2-3p	--- TF--	:30	2	\$50.00	P5	0.00	NM	2	\$100.00
				The Doctors											
				THE DOCTORS											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	--- TF--					2	\$50.00		0.00			
E 5	WAVY	09/19/12	09/21/12	M-F 3-4p	CM	3p-4p	-- WTF--	:30	1	\$125.00	P3	0.00	NM	1	\$125.00
				Maury Povich											
				MAURY POVICH											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	-- WTF--					1	\$125.00		0.00			
E 6	WAVY	09/19/12	09/21/12	M-F 4-5p	CM	4p-5p	-- WTF--	:30	1	\$175.00	P3	0.00	NM	1	\$175.00
				M-F 4-5p											
				ANDERSON COOPER											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	-- WTF--					1	\$175.00		0.00			
E 7	WAVY	09/19/12	09/21/12	M-F 7-730p	CM	7-730p	-- WTF--	:30	1	\$600.00	P2	0.00	NM	1	\$600.00
				M-F 7-730p											
				ENTERTAINMENT TONIGHT											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	-- WTF--					1	\$600.00		0.00			
E 8	WAVY	10/01/12	10/01/12	Mon Hour 1	CM	8p-9p	M-----	:30	1	\$2,200.00	P2	0.00	NM	1	\$2,200.00
				Monday 8-9p											
				THE VOICE											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	M-----					1	\$2,200.00		0.00			
E 10	WAVY	09/24/12	09/28/12	Today Show 2	CM	9a-10a	MTWTF--	:30	2	\$150.00	P3	0.00	NM	2	\$300.00
				Today Show 2											
				TODAY SHOW 2											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	MTWTF--					2	\$150.00		0.00			
E 11	WAVY	10/01/12	10/01/12	Today Show 2	CM	9a-10a	M-----	:30	1	\$300.00	P2	0.00	NM	1	\$300.00
				Today Show 2											
				TODAY SHOW 2											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	M-----					1	\$300.00		0.00			
E 12	WAVY	09/24/12	09/28/12	Today Show 3	CM	10a-11a	MTWTF--	:30	2	\$125.00	P3	0.00	NM	2	\$250.00
				Today Show 3											
				TODAY SHOW 3											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	MTWTF--					2	\$125.00		0.00			
E 13	WAVY	10/01/12	10/01/12	Today Show 3	CM	10a-11a	M-----	:30	1	\$125.00	P3	0.00	NM	1	\$125.00
				Today Show 3											
				TODAY SHOW 3											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	M-----					1	\$125.00		0.00			
E 14	WAVY	09/24/12	09/28/12	Days of Our Lives	CM	1p-2p	MTWTF--	:30	2	\$300.00	P2	0.00	NM	2	\$600.00
				Days of Our Lives											
				DAYS OF OUR LIVES											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	MTWTF--					2	\$300.00		0.00			
E 15	WAVY	10/01/12	10/01/12		CM	1p-2p	M-----	:30	1	\$300.00	P2	0.00	NM	1	\$300.00

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**WAVY**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				Days of Our Lives											
				Days of Our Lives											
				DAYS OF OUR LIVES											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/01/12	10/07/12	M-----	1		\$300.00		0.00						
E 16	WAVY	09/24/12	09/28/12	M-F 2-3p The Doctors	CM	2-3p	MTWTF--	:30	2	\$50.00	P5	0.00	NM	2	\$100.00
				THE DOCTORS											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/24/12	09/30/12	MTWTF--	2		\$50.00		0.00						
E 17	WAVY	10/01/12	10/01/12	M-F 2-3p The Doctors	CM	2-3p	M-----	:30	1	\$50.00	P5	0.00	NM	1	\$50.00
				THE DOCTORS											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/01/12	10/07/12	M-----	1		\$50.00		0.00						
E 18	WAVY	09/24/12	09/28/12	M-F 3-4p Maury Povich	CM	3p-4p	MTWTF--	:30	2	\$125.00	P3	0.00	NM	2	\$250.00
				MAURY POVICH											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/24/12	09/30/12	MTWTF--	2		\$125.00		0.00						
E 19	WAVY	10/01/12	10/01/12	M-F 3-4p Maury Povich	CM	3p-4p	M-----	:30	1	\$125.00	P3	0.00	NM	1	\$125.00
				MAURY POVICH											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/01/12	10/07/12	M-----	1		\$125.00		0.00						
E 20	WAVY	09/24/12	09/28/12	M-F 4-5p M-F 4-5p	CM	4p-5p	MTWTF--	:30	2	\$125.00	P4	0.00	NM	2	\$250.00
				ANDERSON COOPER											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/24/12	09/30/12	MTWTF--	2		\$125.00		0.00						
E 21	WAVY	10/01/12	10/01/12	M-F 4-5p M-F 4-5p	CM	4p-5p	M-----	:30	1	\$125.00	P4	0.00	NM	1	\$125.00
				ANDERSON COOPER											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/01/12	10/07/12	M-----	1		\$125.00		0.00						
E 22	WAVY	09/24/12	09/28/12	M-F 7-730p M-F 7-730p	CM	7-730p	MTWTF--	:30	2	\$600.00	P2	0.00	NM	2	\$1,200.00
				ENTERTAINMENT TONIGHT											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/24/12	09/30/12	MTWTF--	2		\$600.00		0.00						
E 23	WAVY	10/01/12	10/01/12	M-F 7-730p M-F 7-730p	CM	7-730p	M-----	:30	1	\$600.00	P2	0.00	NM	1	\$600.00
				ENTERTAINMENT TONIGHT											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/01/12	10/07/12	M-----	1		\$600.00		0.00						
E 24	WAVY	09/29/12	09/29/12	PGA PGA	CM	PGA	-----S-	:30	1	\$300.00	P3	0.00	NM	1	\$300.00
				2012 RYDER CUP											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/24/12	09/30/12	-----S-	1		\$300.00		0.00						
E 25	WAVY	09/30/12	09/30/12	PGA PGA	CM	PGA	-----S	:30	1	\$300.00	P3	0.00	NM	1	\$300.00
				2012 RYDER CUP											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/24/12	09/30/12	-----S	1		\$300.00		0.00						
E 26	WAVY	09/24/12	09/28/12	Last Call/Carson Daly Last Call w/ Carson Daly	CM	136a-205a	MTWTF--	:30	3	\$25.00	P4	0.00	NM	3	\$75.00
				CARSON DALY											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/24/12	09/30/12	MTWTF--	3		\$25.00		0.00						
E 27	WAVY	10/01/12	10/01/12		CM	136a-205a	M-----	:30	1	\$25.00	P4	0.00	NM	1	\$25.00

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 Estimate: 1781

WAVY

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
Last Call/Carson Daly															
Last Call w/ Carson Daly															
CARSON DALY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/01/12	10/07/12	M- - - - -	1		\$25.00		0.00						
E 28	WAVY	09/19/12	09/21/12	Last Call/Carson Daly	CM	136a-205a	- - WTF - -	:30	1	\$25.00	P4	0.00	NM	1	\$25.00
Last Call w/ Carson Daly															
CARSON DALY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/17/12	09/23/12	- - WTF - -	1		\$25.00		0.00						
													Totals	37	\$9,200.00